

IN THE SPECIFICATION

Please replace the paragraph beginning at page 14, line 10, with the following rewritten paragraph:

A page 311 for each product ~~is comprised by~~ includes, for example, as shown in Fig. 2A, an image 312 of the product, a simple explanation 313 of the product, buttons 314 such as "NEXT", "BACK", and "HOME" for moving to the previous or next page, and a "CALL ME" button 315 for inquiring about detailed information of the product. This "CALL ME" button 315 is ~~an~~ a special object used when the user makes some sort of inquiry to the information providing apparatus mentioned above.

Please replace the paragraph beginning at page 21, line 18, with the following rewritten paragraph:

By this, the person in charge ~~[[o]]~~ of the information providing system 300 and the user can directly talk and the inquiry can be responded to.

Please replace the paragraph beginning at page 22, line 10, with the following rewritten paragraph:

As shown in Fig. 2A, the page 311 for introducing the product is provided with the "CALL ME" button 315 for directly inquiring about detailed information of the product by telephone in addition to the image 312 of the product, a simple explanation 313 of the product, and the paging buttons 314.

Please replace the paragraph beginning at page 22, line 19, with the following rewritten paragraph:

Due to this operation, control with respect to the web page is temporarily transferred from the web page carrying computer 310 to the inquiry button management computer 410, and the input of the information required for the inquiry is prompted by the inquiry button management computer 410 of the information relaying system 400. Namely, the web page ~~311~~ for introducing the product displays the screen 316 for inputting the IP address and the inquiry contents as shown in Fig. 2B.